

ABSTRACT

Patient Satisfaction Towards Pharmaceutical Services Quality at Primary Health Care Center in West Surabaya (study in patient with *BPJS Kesehatan*)

Liga Riskya Putri

Background: Indonesian universal coverage system of insurance named BPJS Kesehatan has just been established since 2014. Primary health care center is the first level of health care facilities in *BPJS Kesehatan*. Patient satisfaction is one of methods to evaluate the process of care.

Objectives: This research aimed to investigate the *BPJS Kesehatan* patient satisfaction towards pharmaceutical services provided at primary health care center in west Surabaya.

Method: *Accidental Sampling* was used to collect data, and *likert* scale was applied in the questionnaire. There were 100 patients from ten primary health care centers in west Surabaya participated in this research. Patient satisfaction was evaluated based on Service and Quality Model (Servqual) consisted of five dimensions of pharmaceutical service quality: (1) tangibles, (2) responsiveness, (3) reliability, (4) assurance, (5) and empathy. Customer Window Quadrant (CWQ) was also utilized to analyze satisfaction.

Results: Overall, patients' perceptions towards pharmaceutical services received was lower than their expectations. Priority of improvement could be led from the CWQ results shown on a graph. Indicators of pharmaceutical service that need to be improved, included "the comfort of the waiting room and counseling area", "information related to food and beverage which have to be avoided by a patient", and "pharmacist asked the patient to described the information that have just been provided by pharmacist with their own word".

Conclusions: Pharmaceutical services provided were still need to be improved. The improvement of services especially in patient counseling should be conducted along with the enhancement of patients' knowledge of the good of pharmaceutical services.

Keywords: Patient satisfaction, Pharmacy services, and Primary Health Care Center.